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NEWS RELEASE

March 28, 2003

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MONTANA PUBLIC RADIO KICKS OFF FUND-RAISING DRIVE

MISSOULA –

It's that time of year again for Montana Public Radio listeners to show their support for The University of Montana's radio programming. Montana Public Radio's annual on-air fund-raising drive gets under way Saturday, March 29, and runs through Sunday, April 6.

During the nine-day drive, organizers hope to meet their goal of raising \$390,000. Last year, the station raised about \$378,000 – which accounts for about 60 percent of Montana Public Radio's annual cash revenue. Supporters in the past have pledged anywhere from \$1 to \$1,000.

The station also accepts donations of a variety of goods and services such as baked products, fishing trips, toys, musical performances and catered gourmet meals.

More than 300 volunteers donate their time each year to make the event a success. Donors are invited to pledge what they can afford and make comments on what they like and dislike about Montana Public Radio. Program hosts thank each donor and read as many comments as possible on the air during the nine-day event.

Highlights of this year's special programming for the fund raiser include:

- Saturday, March 29 at 5 p.m., the first reading of all the fabulous premiums.
- Tuesday, April 1 at 1 p.m., political musical comedy with the Capitol Steps.
- Thursday, April 3 at 7:30 p.m., a live studio performance by the Cascade Quartet.
- Friday, April 4 at noon, the annual Celtic Extravaganza.

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- Saturday, April 5 at noon, spoofs by Opera Buffo.
- April 6 from 6 a.m. to noon, the annual Bach-a-thon, Bach to Bach.
- April 6 from 5 p.m. to midnight, the Pets can Pledge event. Montana Public Radio can be heard in Missoula, Whitefish, Kalispell, Hamilton, Helena, Butte, Dillon and Great Falls.

To make a pledge, call (800) 325-1565 or 243-6400. To pledge online, go to mtpr.org.

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GJ/lt
Local, specialized western and GF Tribune
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